

GUCCI

WOMEN'S COLLECTION – CRUISE 2014

For Cruise 2014, the Gucci woman soars towards a sun-soaked horizon. With her sights set on Rio de Janeiro, Creative Director Frida Giannini envisions rhythmic glamour pulsating to the tide.

The silhouettes of the collection are a mixture of relaxed lines and oversized proportions, jumpsuits and outerwear belted at the waist like a luxurious nightgown, tunics paired with masculine, fluid pants for a powerful yet soft attitude. Strikingly feminine overalls and long shirt dresses, the new kimono gown or the wrap dress with asymmetrical pleats are an essential part of the collection.

Informal and every day, athletic references work their way into the collection with bombers, windbreakers, basketball-inspired t-shirts, maxi shorts. Sweetheart infatuation outlined by dresses that tie and gather at the bust with a bikini knot, knee-length circle skirts and emphasized waistlines. Sporty above-the-knee dresses recall the ease of a t-shirt while radiating high-energy glamour.

The collection comprises of hues evoking a faraway South American sunset and materials as light as sea foam. Subtle nuances from sand and pearl, to rust and copper, through to ochre yellow, nectarine, nude blush, coral, passion fruit, lagoon green, kiwi and raspberry. Ultra reflective with iridescent silk twill one-pieces, all-over thermo-sealed crystal embroidery on matching tops and pants, woven lurex. Lightweight leather undergoes new interpretations with metallic laminations for a laser-cut trench or t-shirt dress.

Perforations on a suede bomber, weightless crepe de chine and warm yet barely there cashmere are the main materials used. The optical tropics of macro paisley prints or stripes are very eye-catching culminating with the season's statement prints: cascades of hearts, parasols, sailboats, and beach balls, for dresses and pant pairings. Lurex polka dot gowns revealing a culotte, punctuated by embroidered dresses evoking the reflections of fireworks over the ocean, the collection is a wardrobe essential.

Accessories for Cruise 2014 are a synonymous to safari indulgence. For a soft tactile sensation, supple handbags in deerskin with Bamboo closures give an exotic hint. Matched with the ready-to-wear, hypnotic bags and clutches feature metallic leather laminations, cascade prints or stripes.

The infinitely iconic horse bit characterizes harness-style bags as well as high-heel sandals and flats. Master pieces of footwear include metallic stiletto sandals and this season's show-stopping shoes, wedges with ribbon bows at the ankle. Web-stripe leather belts accentuate the waistline. A new Marina chain necklace and aviator sunglasses with Bamboo detailing is perfect for a glamorously sporty sophistication.